

EC'd Yes Last Received: 10/25/2012 4:24 PM

Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm () PHILADELPHIA
Advertiser () NATIONAL RIFLE ASSN 815 SLATERS LANE Sales Office ()
Product NATIONAL RIFLE ASSN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 3474 Agency C/P1/P2/E 137/490/3474 Salesperson Phone# 215-567-6005
Buyer AMAG MediaAssistant Flight Dates 10/29/2012 - 11/05/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 24,500
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--------------------------------------|-----|-----|------------|-------------------------|-----|-------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | M | 730P-1130P | WORLD SERIES | :30 | \$10,000.00 | 10/29-10/29 | 1 | 1 | 1 | \$10,000.00 | |
| Rating: 10.0 Buyline Comment: 174 | | | | | | | | | | | | |
| | 2 | SA | 11P-1130P | WVBT NWS POST CLG FTBL | :30 | \$1,500.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,500.00 | |
| Rating: 3.0 Buyline Comment: 231 | | | | | | | | | | | | |
| | 3 | SU | 12P-1P | FOX PREGAME TO REDSKINS | :30 | \$2,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,000.00 | |
| Rating: 3.5 | | | | | | | | | | | | |
| | 4 | SU | 4P-430P | FOX REDSKINS POST GAME | :30 | \$10,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$10,000.00 | |
| Rating: 15.0 | | | | | | | | | | | | |
| | 5 | SU | 1045P-11P | SPORTSWRAPWKND | :30 | \$1,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,000.00 | |
| Rating: 2.0 Buyline Comment: 229 | | | | | | | | | | | | |

---REPORT TOTALS---

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| | | |
|------------------------------------|--|---------------------------------|
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| Advertiser () NATIONAL RIFLE ASSN | 815 SLATERS LANE | Sales Office () PHILADELPHIA |
| Product NATIONAL RIFLE ASSN | ALEXANDRIA, VA 22314 | Salesperson () ANJIE BRADY |
| Estimate# 3474 | Agency C/P1/P2/E 137/490/3474 | |
| Buyer AMAG MediaAssistant | Flight Dates 10/29/2012 - 11/05/2012 | Salesperson Phone# 215-567-6005 |
| Phone# | Hiatus Weeks | Salesperson FAX# 215-567-5938 |
| Fax# | | |

Report Totals: 5 / \$24,500.00

---SALES MONTHLY TOTALS---

Nov 12: 5 / \$24,500.00
Sales Totals: 5 / \$24,500.00
Station Totals: 5 / \$24,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|----------|---------|---------|----------|
| Market Totals | \$76,563 | CATV 0% | WAVY 36% | WGNT 3% | WPXV 0% | WTKR 24% |
| | | WTVZ 0% | WVBT 32% | WVEC 5% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE